



# CITY OF NEWPORT BEACH

## ECONOMIC DEVELOPMENT COMMITTEE

### AGENDA

**MEETING DATE:** Wednesday, June 22, 2005  
**TIME:** 8:00-9:00 A.M. *Please arrive 5 min. prior*  
**PLACE:** City of Newport Beach Council Chambers

Roll Call and Introductions

### CONSENT CALENDAR

(All matters listed under CONSENT CALENDAR are considered to be routine and will all be approved by one motion in the form listed below. The EDC members have received detailed staff reports on each of the items recommending an action. There will be no separate discussion of these items prior to the time the Committee votes on the motion unless members of the Committee, staff, or the public request specific items to be discussed and/or removed from the Consent Calendar for separate action.)

1. Approval of Minutes of May 18, 2005 (*Attachment*)
2. Project Status Report (*Attachment*)

### ITEMS REMOVED FROM THE CONSENT CALENDAR

### DISCUSSION ITEMS

1. Marinapark Committee Update – *Sharon Wood, Assistant City Manager*
2. Fiscal Impact Analysis of General Plan Alternatives – *Doug Svensson, ADE, Inc.*
3. EQAC Representative's Report

### ITEMS FOR A FUTURE AGENDA

### PUBLIC COMMENTS

### ADJOURNMENT

**NEXT EXECUTIVE COMMITTEE MEETING: Wednesday, July 6, 2005  
8:00 A.M. – NEWPORT BEACH CHAMBER OF COMMERCE**

**NEXT REGULAR MEETING: Wednesday, July 20, 2005  
8:00-9:00 A.M. – CITY COUNCIL CHAMBERS**

### BID ADMINISTRATION

BID Administration and Coordination	BIDs/Consultant Trimble	BID Administrator & City staff implemented new collection policy—excessive delinquencies handled by City Attorney's ofc.; Small Claims Court if required.	Ongoing support for BID activities.	Ongoing.	Contract Renewal 7/2005
Balboa Village BID	Trimble	BID renewed until July 1 as part of effort to coordinate all BIDs with the City's fiscal year.	BID working on existing events and marketing programs. 2005 – 2006 Public Hearing Renewal on CC agenda June 28th.	Ongoing.	
Corona del Mar BID	Berger	Last BID Board meeting held May 26th. Discussion of public works project continuing.	Next BID meeting June 23rd.	Ongoing.	
Marine Avenue BID	Berger	Last meeting held June 16th. Overview of streetscape project, marketing, and flags.	Next BID meeting July 21.	Ongoing.	
Restaurant Association BID	Trimble	On-going marketing program.	Next meeting 08/2005. Additional Budget request to CC June 28th.	Ongoing.	

### COMMUNITY DEVELOPMENT ADMINISTRATION

CDBG Administration	Trimble/Consultant	Consolidated Plan and Action approved by CC 5/10/2005.	Send contracts to Public Service providers. Begin work on CAPER in June.	Ongoing.	Monitoring of sub-recipients ongoing.
Housing Administration	Trimble/Murillo Consultant	Monitoring existing affordable housing units resulted in return of a number of units to affordable status.	Grading/Construction of 120 affordable senior housing units at lower Bayview site underway. January 2006.	Ongoing.	Staff continues to coordinate with County agencies and respond to public inquiries regarding affordable housing.

### Balboa Peninsula

Balboa Peninsula Sign Overlay Amortization / Incentive Program	Berger/Trimble	Amortization Incentive Program closed out June 2004.	Fry's Market plans submitted.	Ongoing.	Overlay will be replaced by new Citywide sign code.
Balboa Village Streetscape –	Stein/Trimble	Balboa Inn expansion started 09/2004. OCSD pump station construction underway.	Undergrounding and methane capture projects will be delayed until Fall 2005. Phase III will be delayed.	TBD	

### CORONA del MAR

Corona del Mar Vision Plan	Selich/Berger	Median improvement project underway.	Construction underway.	Median Replacement completion, Summer '05.	
----------------------------	---------------	--------------------------------------	------------------------	--	--

### MARINE AVENUE

Marine Avenue Public Improvements Plan	Berger	Installation of decorative streetlights, benches, receptacles, tree well treatments and new trees complete.	Bench donor plaque program underway by BIIA. Flags ordered by BID, for installation by July 4 <sup>th</sup> .	Plaque program donation ongoing.	Park Avenue Bridge seismic retrofit / replacement project on hold. Sidewalk replacement on hold.
--	--------	---	---	----------------------------------	--

### MARINER'S MILE

Mariner's Village Public Improvements Project	Berger/T. Brine/M. Sinacori	MMBOA discussions w/PW staff re: Caltrans safety lighting plan for Old Newport Blvd. through Riverside Dr..	2 <sup>nd</sup> Phase design on hold, pending Council/GP planning discussions. Continued discussion w/staff re: Caltrans project.		Meeting in August to discuss master planning for MM.
Mariner's Mile BOA	Murrel/Berger	Meeting held June 8 <sup>th</sup> . Update provided on Caltrans street lighting project.	Next meeting to be held July 13 <sup>th</sup> .	Ongoing activity.	MMBOA interested in continuation of MVPIP improvements and planning; extension of palm trees toward both bridges; relinquishment of PCH through MM; and waterfront boardwalk.

### EDC ACTIVITIES

Attraction and Retention	EDC staff	Newport Lexus project approved by CC on 05/10/05.	Continuing discussions w/ auto dealers; continuing	Ongoing.	
Strategic Planning	Subcommittee / Wood/Berger	GPU Fiscal/Economic studies being input into General Plan Update process.	ED strategic planning process to continue with GPAC/EDC.	Ongoing, as part of GPU process.	
Image Enhancement & Marketing	Subcommittee / Berger	Wayfinding & Directional Signage Program: pilot project for "Mixmaster area" almost complete.	Final Mixmaster signs to be installed ASAP. Final design concepts for directional signage to be brought to CC for review & approval in September. Monument signage design to CC as well.		
Hotels	Subcommittee Wood/Trimble				